

Ani Attamian

FOR THE HOST

Stage introduction

READ TO INTRODUCE ANI ONTO THE STAGE

Her name is pronounced AH-nee ATT-am-ee-an. Swap the bracketed lines for your event name and the challenge she is addressing.

LONG VERSION

Our next speaker for [event name] has spent more than two decades inside the enterprise, including senior leadership at Google, watching the same thing happen everywhere: the problem everyone names is rarely the one actually costing them.

She's brought into organisations mid-transformation and names the one root cause everyone else is patching around, the one draining up to £10 million a month.

Her method, the Data-to-Decision Sequence, was not built in a boardroom. It was forged in the two years after her mother was killed, when she learned first-hand what treating the symptoms and ignoring the cause nearly cost her.

On stage she does one thing: she diagnoses. She names what others avoid. She will not confuse being liked with being useful, and she sends teams home knowing what to fix first, and why.

Today she is here to show us [insert business challenge].

Please join me in welcoming founder, speaker and business advisor, Ani Attamian.

SHORT VERSION

Our next speaker has spent two decades inside the enterprise, including senior leadership at Google, before founding LEMA Collective. She's brought into organisations mid-transformation and names the one root cause everyone else is patching around, the one draining up to £10 million a month.

On stage she diagnoses, names what others avoid, and sends teams home knowing what to fix first, and why.

Please welcome founder, speaker and business advisor, Ani Attamian.